



STATION: WTOB

POLITICAL ADVERTISING DISCLOSURE STATEMENT

EFFECTIVE ON AND AFTER: DECEMBER 21, 2023

The following practices apply to purchases of advertising time on radio stations for any “use” by legally qualified candidates for public office (i.e., any positive appearance of a candidate airing for four seconds or more, whose voice is either identified or is readily identifiable). In order to qualify for this treatment, candidates or their representatives may be asked to demonstrate that they are legally qualified. This Disclosure Statement is provided for general information as required by the rules and regulations of the Federal Communications Commission (“FCC”), and is not intended to be a part of any advertising sales contract, which is governed by applicable law and its own terms. Practices described herein are subject to change at the Station’s discretion, to the extent permitted by law.

Legally qualified federal candidates are entitled to purchase time on the Station during their election campaigns. The Station will consider all requests for such time and will make reasonable accommodations to meet such requests. Although a federal candidate has the right to “reasonable access” to the facilities of the Station for the airing of political advertisements, the Station generally retains the right to limit the amount of time sold to a candidate and has ultimate discretion with respect to

the specific placement of political advertisements. The Station will grant access to specified state and local candidates based, in the Station’s sole discretion, on the public interest in the election and inventory.

For a determination as to whether the Station will make time available for sale for certain local or state races, see Station Contact below.

SOUTHERN BROADCAST MEDIA, LLC | WTOB 980AM W244EM 96.7FM WWBG 1470AM WCOG 1320AM  
615 N. TRADE STREET WINSTON-SALEM, NC 27101 | p. 336-723-0098 r. 336-761-1380 f. 888-463-4554



**During the 45 days preceding a primary election and the 60 days before a general election, the Station charges candidates in the respective elections the “lowest unit charge” for an advertisement if the advertisement constitutes a “use” of the Station’s facilities, as defined by the FCC. During any time outside of the 45-day and 60-day periods, the charges for candidate purchased advertisements constituting a “use” are set so as to be no higher than those normally charged to other advertisers for comparable use of the Station’s facilities. Any political advertisement that is not a “use,” including any advertisement purchased by a non-candidate or any advertisement dealing with non-candidate ballot issues, is sold at prevailing commercial rates. If a political advertisement constitutes a “use,” the Station will provide opposing candidates with “equal opportunities,” as established by federal law, to “use” the facilities of the Station. No federal candidate will be entitled to receive the Station’s lowest unit charge unless the candidate provides the Station with a certification that the candidate will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with §315(b)(2)(D) of the Communications Act, as amended by the Bipartisan Campaign Reform Act of 2002.**

**Station Contact:**

Robert Scarborough

WTOB Radio

615 Trade Street NW

Winston-Salem NC 27101

336-723-0098